

Message for Schneidman, Eileen

From: Waldman, Margot
Date: Tue, Mar 7, 1995 11:12 AM
Subject: FW: MCS Deluxe Mailing
To: Salzman, Michelle; Schneidman, Eileen; von Germeten, Ann

Consumer affairs let me know that there was an instance where a consumer got a different name on the survey and the outside box on the deluxe mailing. The agency are now putting in place an additional quality check on every 10th piece before it goes out the door.

From: Rebecca CHAMIAN on Tue, Mar 7, 1995 10:25 AM
Subject: FW: MCS Deluxe Mailing
To: Lori ZEEMAN; Lisa BOGGS
Cc: Margot WALDMAN; John WOLF

Lisa & Lori:

I just spoke with J. Wolf and followed up with Margot on this issue. As a result of this discovered "mismatch", John has put in place a checking mechanism so that these errors can be detected. Every 10th piece is being manually checked to make sure the outside label matches the inside. -rebecca

Do you know how the label for this consumer could have been mismatched? Weren't they printed at the same time? Do you think this could have happened on a lot of pieces? Please let me know what you think. Many thanks, Margot

From: Schleimer, Ingrid on Wed, Mar 1, 1995 4:45 PM Subject: MCS Deluxe Mailing To: Waldman, Margot

Margot, although we are on the seed list & the mailing is only supposed to go out on March 3, we've already received a call from a consumer who claims the outside label had her name, but the inside one had someone completely different.

Do you have a sample of the deluxe mailing that we could look at.

Please advise. Many thanks.

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